UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/867,259	05/29/2001	Jin-Hak Bae	YPL-0020	5900

7590 11/30/2005	EXAMINER
Michael A. Cantor	NGUYEN, TRI V
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ART UNIT	PAPER NUMBER
3622	

Bloomfield, CT 06002

DATE MAILED: 11/30/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/867,259	BAE ET AL.
	Examiner	Art Unit	
	Tri V. Nguyen	3622	

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address* --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>29 May 2001</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-26</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-26</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☒ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>29 May 0201</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☒ All   b)☐ Some *   c)☐ None of:

    1.☒ Certified copies of the priority documents have been received.

    2.☐ Certified copies of the priority documents have been received in Application No. _____.

    3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date <u>July 18, 2003</u>.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Specification

1. The abstract of the disclosure is objected to because of undue length (262 words). The

applicant is reminded that the length of the abstract is 150 words or less. Correction is

required. See MPEP § 608.01(b).

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the

basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by
> another filed in the United States before the invention by the applicant for patent or (2) a patent
> granted on an application for patent by another filed in the United States before the invention by the
> applicant for patent, except that an international application filed under the treaty defined in section
> 351(a) shall have the effects for purposes of this subsection of an application filed in the United States
> only if the international application designated the United States and was published under Article 21(2)
> of such treaty in the English language.

3. Claims 1-25 are rejected under 35 U.S.C. 102(e) as being anticipated by Hoyle (6,141,010).

Regarding Claim 1, Hoyle discloses an information providing system comprising:
(a) a first storage unit for storing user-set data including at least one item among
the sex of a user, the age of a user, and the concern area of a user (col 6, line 62
to col 7, line 47, col 16, line 53 to col 17, line 45 and Fig 3);

(b) a second storage unit for storing a plurality of information and information
attribution data in which at least one item among the sex of a target to which
information is provided, the age of the target and the concern area of the target is
defined for each information (col 6, line 62 to col 7, line 58, col 16, line 53 to col
17, line 45 and Fig 3);

(b) a determiner for determining information to be provided to a user, according
to whether the user set data is consistent with the information attribution data (col
8, lines 30-63 and Fig 3); and

(c) a provider for providing information determined by the determiner as information to be provided to a user, to the user ((col 6, line 62 to col 7, line 47, col 8, lines 30-63; col 13, lines 12-28; col 16, line 53 to col 17, line 45 and Fig 3).

Regarding Claim 2, Hoyle discloses the information providing system of claim 1, wherein the determiner determines information corresponding to the information attribution data as information to be provided to a user, according to whether the data of each item of the user set data is consistent with the data of each item of the information attribution data (col, 16, line 9 to col 17, line 53 and Fig 7).

Regarding Claim 3, Hoyle discloses the information providing system of claim 1, wherein if the data of a specific item of the user set data is consistent with the data of a corresponding specific item of the information attribution data, the determiner determines information corresponding to the information attribution data as information to be provided to a user (col, 16, line 9 to col 17, line 53 and Fig 7).

Regarding Claim 4, Hoyle discloses the information providing system of claim 1, wherein the provider comprises connection managers for providing user set data corresponding to a connected user, the information attribution data and the information determined by the determiner, to the user (col 6, line 62 to col 7, line 47; col 8, lines 30-63 and col 16, line 9 to col 17, line 45).

Regarding Claim 5, Hoyle discloses the information providing system of claim 1, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set (col 11, line 50 to col 12, line 26; col 18, line 39 to col 19, line 10 and Fig 6).

Regarding Claim 6, Hoyle discloses the information providing system of claim 1, wherein the determiner requests the provider to provide information on whether information attribution data and data set information has been updated, at determination intervals defined in determination information configuring the

determination interval for determining whether the information attribution data
and the data set information indicating the number of unit blocks of the
information attribution data and the positions and sizes of the unit blocks have
been updated, and requests the provider to provide the information attribution
data and the data set information if the information attribution data and the data
set information have been updated to the information attribution data and the
data set information stored in the determiner (col 16, line 48 to col 17, line 45 and
col 20, lines 17-45).

Regarding Claim 7, Hoyle discloses the information providing system of claim 1,
further comprising an operating unit which manages at least one provider,
produces information attribution data and data set information and provides the
same to the provider (col 13, lines 12-28 and Figs 1-4).

Regarding Claim 8, Hoyle discloses the information providing system of claim 1,
further comprising a third storage unit having an information display format
including the size of an information display window, a regeneration period and an
information display method and an information display degree including an
information display time zone, the length of one information displaying duration,
and the frequency of displaying information, wherein the determiner displays
information received from the provider according to the information display format
and the information display degree (col 11, line 50 to col 12, line 26).

Regarding Claim 9, Hoyle discloses an information providing system comprising:
(a) a database unit for storing user-set data including at least one item among
the sex of a user, the age of a user, and the concern area of a user, a plurality of
information, and information attribution data in which at least one item among the
sex of a target to which information is provided, the age of the target and the
concern area of the target is defined for each information (col 6, line 62 to col 7,
line 47, col 16, line 53 to col 17, line 45 and Fig 3);

(b) a user terminal unit for determining information to be demanded of a server, according to whether the user set data is consistent with the information attribution data, and displaying information provided by the server (col 11, line 50 to col 12, line 26 and col 16, line 53 to col 17, line 45); and

(c) a server for transmitting requested information to the user terminal unit (col 13, lines 12-28).

Regarding Claim 10, Hoyle discloses the information providing system of claim 9, wherein the user terminal unit comprises an information determiner for determining information corresponding to the information attribution data as information to be provided to a user, according to whether the data of each item of the user set data is consistent with the data of each item of the information attribution data, or requesting the server to provide information corresponding to the information attribution data if the data of a specific item of the user set data is consistent with the data of a corresponding specific item of the information attribution data (col 11, line 50 to col 12, line 26 and col 16, line 53 to col 17, line 45).

Regarding Claim 11, Hoyle discloses the information providing system of claim 9, wherein the server comprises at least one connection manager for transmitting user set data corresponding to a connected user and the information attribution data to the user terminal unit and transmitting the information requested by the user terminal unit to the user terminal unit (col 6, line 62 to col 7, line 47; col 8, lines 30-63 and col 16, line 9 to col 17, line 45).

Regarding Claim 12, Hoyle discloses the information providing system of claim 9, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set (col 11, line 50 to col 12, line 26; col 18, line 39 to col 19, line 10 and Fig 6).

Regarding Claim 13, Hoyle discloses the information providing system of claim 9,

wherein the user terminal unit requests the server to provide information on whether information attribution data and data set information has been updated, at determination intervals defined in determination information configuring the determination interval for determining whether the information attribution data and the data set information indicating the number of unit blocks of the information attribution data and the positions and sizes of the unit blocks have been updated, and requests the server to provide the information attribution data and the data set information if the information attribution data and data set information have been updated to the information attribution data and the data set information stored in the determiner (col 16, line 48 to col 17, line 45 and col 20, lines 17-45).

Regarding Claim 14, Hoyle discloses the information providing system of claim 9, further comprising an operating server which manages at least one server and produces the information attribution data and the data set information and provides the same to the server (col 13, lines 12-28 and Figs 1-4).

Regarding Claim 15, Hoyle discloses an information providing system comprising:
(a) a database unit for storing user-set data including at least one item among the sex of a user, the age of a user, and the concern area of a user, a plurality of information, and information attribution data for each information in which at least one item among the sex of a target to which information is provided, the age of the target and the concern area of the target is defined (col 6, line 62 to col 7, line 47, col 16, line 53 to col 17, line 45 and Fig 3);

(b) a user terminal unit for transmitting user set information received from a user to a server and displaying information received from the server (col 8, lines 8-29 and Figs 2 and 4); and

(c) a server for determining information to be transmitted to the user terminal unit, according to whether the user set data received from the user terminal unit is

consistent with the information attribution data and transmitting the determined
information to the user terminal unit (col 13, lines 12-28 and col 18, line 39 to col
19, line 10).

Regarding Claim 16, Hoyle discloses the information providing system of claim
15, wherein the server comprises an information determiner for determining
information corresponding to the information attribution data to be provided to a
user, according to whether the data of each item of the user set data is
consistent with the data of each item of the information attribution data, or
determining information corresponding to the information attribution data to be
transmitted to the user terminal unit, if the data of a specific item of the user set
data is consistent with the data of a corresponding specific item of the
information attribution data (col 16, line 53 to col 17, line 45 and Fig 7).

Regarding Claim 17, Hoyle discloses the information providing system of claim
15, wherein the server comprises at least one connection manager for
transmitting user set data and information attribution data corresponding to a
connected user to the user terminal unit and transmitting information determined
by the information determiner to the user terminal unit (col 13, lines 12-28).

Regarding Claim 18, Hoyle discloses the information providing system of claim
15, wherein the number of items of the information attribution data, the number of
items of the user set data, and the sizes of the items are variably set (col 11, line
50 to col 12, line 26 and col 18, line 39 to col 19, line 10).

Regarding Claim 19, Hoyle discloses the information providing system of claim
15, further comprising an operating server which manages at least one server
and produces the information attribution data and the data set information and
provides the same to the server (col 13, lines 12-28 and Figs 1-4).

Regarding Claim 20, Hoyle discloses the information providing system of claim 9
or 15, wherein the database unit further includes an information display format

including the size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, the length of one information displaying duration, and the frequency of displaying information, and the user terminal unit displays received information according to the information display format and the information display degree (col 9, line 27 to col 10, line 52; col 11, line 50 to cl 12, line 26; col 13, lines 12-28 and Figs 5a and 6).

Regarding Claim 21, Hoyle discloses an information providing method comprising:
(a) receiving user-set data including at least one item among the sex of a user, the age of a user, and the concern area of a user, from a user (col 6, line 62 to col 7, line 47, col 16, line 53 to col 17, line 45 and Fig 3);

(b) extracting information corresponding to information attribution data in which at least one item among the sex of a target to which information is provided, the age of the target and the concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to a user (col 6, line 62 to col 7, line 47, col 11, line 50 to col 12, line 26; col 16, line 53 to col 17, line 45; col 18, line 39 to col 19, line 10 and Fig 12); and

(c) providing the determined information to the user (col 18, line 39 to col 19, line 10).

Regarding Claim 22, Hoyle discloses the information providing method of claim 21, wherein, in the step (b), the determined information is information corresponding to the information attribution data according to whether the data of each item of the user set data is consistent with the data of each item of the information attribution data, or information corresponding to the information attribution data according to whether the data of a specific item of the user set data is consistent with the data of a corresponding specific item of the

information attribution data (col 16, line 53 to col 17, line 45 and Fig 7).

Regarding Claim 23, Hoyle discloses the information providing method of claim 21, wherein the number of items of the information attribution data, the number of items of the user set data, and the sizes of the items are variably set (col 11, line 50 to col 12, line 26; col 18, line 39 to col 19, line 10 and Fig 6).

Regarding Claim 24, Hoyle discloses the information providing method of claim 21, wherein in the step (c), information to be provided to a user includes an information display format including the size of an information display window, a regeneration period and an information display method and an information display degree including an information display time zone, the length of one information displaying duration, and the frequency of displaying information (col 9, line 27 to col 10, line 52; col 11, line 50 to cl 12, line 26; col 13, lines 12-28 and Figs 5a and 6).

Regarding Claim 25, Hoyle discloses a recording medium capable of being read by a computer in which a computer program is recorded, the computer program comprising:
(a) receiving user-set data including the sex of a user, the age of the user, and the concern area of the user from a user (col 6, line 62 to col 7, line 47, col 16, line 53 to col 17, line 45 and Fig 3);

(b) extracting information corresponding to information attribution data in which at least one item among the sex of a target to which information is provided, the age of the target and the concern area of the target is defined, in accordance with each of the items of the user set data, and determining the extracted information to be provided to a user (col 6, line 62 to col 7, line 47, col 11, line 50 to col 12, line 26; col 16, line 53 to col 17, line 45; col 18, line 39 to col 19, line 10 and Fig 12);

(c) providing the determined information, an information display format including the size of an information display window, a regeneration period and an information display method, and an information display degree including an information display time zone, the length of one information displaying duration, and the frequency of displaying information, to the user (col 9, line 27 to col 10, line 52; col 11, line 50 to cl 12, line 26; col 13, lines 12-28 and Figs 5a and 6).

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

> A . Marsh et al. (5,848,397) discloses a method for scheduling the presentation of messages to computer users prioritized according to the profile of the users.

> B. Alberts (5,937,392) discloses a method for displaying banner advertisement targeted to users.

> C. Angles et al. (5,933,811) discloses a method for delivering advertisements based on the customer's profile.

> D. LeMole et al. (6,009,410) discloses a method for presenting customized advertisement on the Internet.

> E. Kramer et al. (6,327,574) discloses a method for providing information to a consumer based on the consumer's profile.

> F. Haitsuka et al. (6,928,615) discloses a method for displaying advertisements based on the user's profile and viewing habits.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tri V. Nguyen whose telephone number is (571) 272-6965. The examiner can normally be reached on M-F 8:30 AM to 5 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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